

RJ REYNOLDS

TOBACCO COMPANY

March 5, 1997

RJR Account #«SIS»

«NAME»

«ACCOUNT»

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

APRIL DORAL BOX 100 B1G1F / PROMOTION #700447

Dear «GREETING»:

DORAL B1G1F product has been ordered (see quantities listed below), as well as «SKUS» skus of 4-carton displays (Item #526424) to pack the above promotion for your participating retail accounts. «COMMENTS» All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>B1G1F</u>	<u>STYLE</u>	<u>UPC Code</u>
<u>«STYLE1»</u>	Full Flavor Box 100	12300-23993
<u>«STYLE1»</u>	Light Box 100	12300-23994

«PO»

<u>Product / Premium Arrival:</u>	<u>«SHIPDATE», 1997</u>
<u>Ship Date to Retail:</u>	<u>Week of: April 7, 1997</u>
<u>SKU CUBE:</u>	<u>0.2618</u>
<u>SKU WT (w/o Product):</u>	<u>0.7600 lbs</u>
<u>Retail Sales Offer per Sku:</u>	<u>20 units</u>
<u>Billing per Sku:</u>	<u>2 Savings Cartons</u>
<u>EFT \$ Amount:</u>	<u>\$«EFT»</u>
<u>Non-EFT \$ Amount:</u>	<u>\$«NONEFT»</u>

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-2-

B1G1F

«ACCOUNT»

Promotion Description:

Utilize 4-Carton Shipper Display. Place 20 pre-sleeved B1G1F units each of *Doral FF Box 100* and *Doral Lt Box 100* into the 4-Carton Shipper Display.

SHIP TWO (2) DISPLAYS TO EACH ACCOUNT ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$«PYMT» («CASES» (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: «CC»

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-DORBOX.DOC

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